Current Sponsorship Analysis

Category	Goal	Projected Amount	Prospects
Presenting	1 @ $1,000,000	$1,000,000	John Nuveen,, Cheeseborough, NYSE, Shell, Texaco, Ford, Nissan, BMW, Honda, Waldbaum's
Gold	6 @ $600,000	$2,000,000	Molson, STP, Bic, (All the "Presenting")
Silver	8 @ $300,000	$1,200,000	Canada Dry, Seven-up, Goodyear, Continental, Midas, Drakkar Noir, AT&T, Trump Casino, Panasonic, Emerson, Amex, Maxwell House, First Boston, Sony, Anheuser Busch, Shop Rite, Mistsubishi, Via Com
Official	8 @ $100,000	$300,000	Seagram's, Bosch, Gillette, Motorola, Kraft's Dairy Polaroid, NYNEX, Boss, Canon, Minolta, Kodak, Lanier, Hachette, Hardees, Millenium Hotel, Harley Davidson, Phillips Lighting, Moet-Chandon, Amway, Textron, Bugle Boy, ANA Airlines, Casio

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Source: https://www.industrydocuments.ucsf.edu/docs/xjwl0000